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QUALIFICATIONS

- Creative Writing - Freelance essay writer for respected women's online publications. Seasoned blogger across personal and mental health content.
- Content Writing - Ghost write business to business content for finance, legal and small business clients. Developed, composed and produced sales and marketing materials for Fortune 500 companies.
- Social Media - Used Wordpress to set SEO and publish blog posts and articles. Originated live Twitter chats to increased senior care conversations.

EXPERIENCE

BIZ2CREDIT.COM , New York, NY <u>Freelance Content Writer</u> Write B2B articles directed at small businesses. Topic areas include finance, HR management, franchising, social media, online marketing.	3/19 - present
GYRATE MEDIA , New York, NY <u>Freelance Content and Social Media Editor, TueNight.com</u>	6/19 - 10/19
VARIOUS , New York, NY <u>Freelance Essayist</u> Bylines include The Washington Post, Shondaland, Cosmopolitan, Ravishly, and Medium.	9/15 - present
VISITING NURSE SERVICE OF NEW YORK , New York, NY <u>VP, Provider Marketing</u>	5/10 - 10/13
L'OREAL USA , New York, NY <u>Marketing Manager, Haircolor and Styling</u>	4/07 - 10/09
REVLON , New York, NY <u>Associate Product Manager</u>	2/05 - 8/06
JOHNSON & JOHNSON , Ft. Washington, PA <u>Associate Marketing Manager, McNeil Nutritionals</u>	6/03 - 2/05

EDUCATION

DUKE UNIVERSITY , Durham, NC MBA, Marketing	May 2003
YALE UNIVERSITY , New Haven, CT BA, English	May 1995

ADDITIONAL INFORMATION

Expert: Microsoft Office, Google Docs, syndicated research (IRI, Nielsen), P/L management.. Proficient: SEO/SEM, CMS. Recognition: Pushcart Prize nominee, Best Essays of 2017; Bustle 2017 Best Essays by Women.